GOVERNMENT OF INDIA
MICRO, SMALL AND MEDIUM ENTERPRISES
LOK SABHA

UNSTARRED QUESTION NO:2634
ANSWERED ON:04.12.2007
QUALITY PRODUCT OF KVIC
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Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) whether products of the Khadi and Village Industries Commission (KVIC) have a good market potential;

(b) if so, whether the Government proposes to upgrade the quality of fabrics;

(c) if so, the details thereof;

(d) whether some organisations have been associated by the Government to improve the quality of Khadi products;

(e) if so, the details thereof alongwith the terms and conditions; and

(f) the extent to which the quality of KVIC products has been improved with the association of these organisation?

Answer

MINISTER FOR MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI MAHABIR PRASAD)

(a)to(c): As a result of the following steps taken by Khadi and Village Industries Commission (KVIC), market potential of khadi and the quality of khadi and khadi products has been improved:

(i) KVIC has introduced a scheme called `Product Development Design Intervention and Packaging (PRODIP)` scheme for improved designs and packaging.

(ii) KVIC implements `Khadi Mission` projects to convert khadi fabric into ready-made garments for higher value addition.

(iii) KVIC is ensuring the availability of quality slivers for khadi production through its Central Sliver Plants, etc.

(iv) The Government in the Ministry of Micro, Small and Medium Enterprises (MSME) has introduced `Scheme of Fund for Regeneration of Traditional Industries` (SFURTI) for improvement in productivity of khadi spinners and weavers, setting up common facility centres (CFCs) to convert khadi fabrics into ready-to-wear khadi products, development of new designs for fabric and garments, market promotion and undertaking activities such as exposure visits to other clusters and institutions, need-based training, skill upgradation of khadi artisans, etc.

(d)to(e): In order to improve the quality of khadi and khadi fabrics, KVIC has tied up with the National Institute of Design (NID), Ahmedabad for improvement of the quality as well as imparting training to Khadi artisans, and National Institute of Fashion Technology (NIFT), New Delhi for developing better designs and fashions inputs.

A Memorandum of Understanding (MoU) has been signed between KVIC and the Textiles Committee, a statutory autonomous body set up by the Ministry of Textiles under the Textiles Committee Act, 1963 to make use of their laboratory facilities for testing the khadi samples. The terms and conditions of the said MoU includes, providing technical consultancy for ISO 9000 and related standards to the khadi institutions, extending service of its laboratories in various region to certify the samples sent by KVIC/KVIBs, evolving a system to differentiate khadi from other textile products and undertaking the market surveys.

Besides, the Government has established the `Mahatma Gandhi Institute for Rural Industrialisation (MGIRI)` an autonomous body registered under the Societies Registration Act, 1960 by completely overhauling and revamping the Jamnalal Bajaj Central Research Institute, Wardha. The main objectives of MGIRI are to provide high quality scientific, technological and management inputs to strengthen rural industrialization and to enhance opportunities of meaningful and productive employment in rural areas in the khadi and village industries.

(f) With the above efforts of KVIC, the quality of the khadi and khadi fabrics has substantially improved. As a result, the sale of khadi has increased and the value of sale of khadi made during last three years is given as under:

Year Sale (Rs. crore)

2004-05 617.84
2005-06 628.69
2006-07 663.19